

Message Text

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PAGE 01 TOKYO 06871 111021Z

ACTION EA-09

INFO OCT-01 ISO-00 /010 W

-----111033Z 009353 /23

P R 110752Z MAY 77

FM AMEMBASSY TOKYO

TO USDOC USTS WASHDC PRIORITY

INFO SECSTATE WASHDC 7627

UNCLAS TOKYO 6871

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: SPECIAL MARKET AUSTRALIA

REF: MELBOURNE 1001; TOKYO 6390; SCHMITZ/RIEGNER TELECON

OF MAY 5; WJ-7-129-MFO: JW-7-331; WJ-7-145 AND

WJ-7-158.

SUMMARY: OUTLINES IMMEDIATE PROPOSED ACTIVITIES IN SPECIAL MARKET AUSTRALIA. END SUMMARY.

JW-7-432. AS A RESULT OF HAVING THOROUGHLY REVIEWED ABOVE REFERENCES, WE HAVE A NUMBER OF QUERIES AND THOUGHTS THAT WE WOULD LIKE TO PUT FORTH IN ORDER TO HELP CLARIFY OUR RESPONSIBILITIES, LEVEL OF ACTIVITY AND FUNDING AS WELL AS THE TIMING THEREOF IN OUR SPECIAL MARKET AUSTRALIA. ANOTHER FACTOR THAT MUST BE ENTERED INTO THE AUSTRALIAN EQUATION IS SCHMITZ'S HOME LEAVE SCHEDULED FOR JULY AND AUGUST, AND GAMO'S ANNUAL LEAVE AND CMP REVIEW MEETINGS ALSO IN THE LATTER PART OF JULY AND AUGUST. (DETAILED ITINERARY FOR SCHMITZ INCLUDING PLANS TO BE IN WASHINGTON FOR CMP REVIEW WEEK OF AUGUST 8 BEING FORWARDED SHORTLY.)

BASED ON PRESENT FACT THAT YOU HAVE TRANSFERRED USDOL\$50,000 ADDITIONAL FUNDING TO TOKYO FOR TRAVEL, TOUR DEVELOPMENT, LITERATURE AND OTHER OFFICE OPERATIONS, WE BELIEVE THAT SCHMITZ
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SHOULD AKE IMMEDIATE TRIP TO AUSTRALIA AS WELL AS NEW ZEALAND IN ORDER TO PROPERLY BEGIN THE INVESTMENT OF THESE FUNDS SO THAT A BENEFICIAL RATE OF RETURN WILL ACCRUE TO THE VISIT USA PROGRAM AND THEREFORE THE U.S. TAXPAYERS. EVEN IF SCHMITZ WAS NOT GOING ON HOME LEAVE, WAITING UNTIL JULY, AS YOU SUGGEST, MIGHT BE TOO LATE IN THE FISCAL YEAR TO BEGIN USING THESE FUNDS EFFECTIVELY AND STILL EXPECT BENEFICIAL MEASUREABLE

RETURN. WE CERTAINLY HAVE AMPLE FUNDS IN OUR TRAVEL ACCOUNT TO MAKE WHAT WE CONSIDER TO BE A TOTALLY JUSTIFIABLE ADDITIONAL TRIP OR EVEN TWO OR MORE TO AUSTRALIA AND NEW ZEALAND IN ORDER TO INCREASE THE MOEMENTUM AND EFFECTIVENESS OF THE HIGHLY COMPETITIVE VISIT USA PROGRAM THAT HAS JUST BEEN RE-ESTABLISHED THERE IN CONCERT WITH OUR TRAVEL INDUSTRY AND SATE DEPARTMENT COMMERCIAL COLLEAGUES, ALSO SINCE STATE HAS GIVEN U.S. TOURISM PROMOTION A NUMBER ONE PRIORITY IN ITS COUNTRY COMMERCIAL PLAN FOR AUSTRALIA, THE VISIT OF A USTS REPRESENTATIVE ON A SLIGHTLY MORE FREQUENT BASIS TO LEND TOURISM EXPERITISE, GUIDANCE AND ADVICE CERTAINLY SEEMS JUSTIFIABLE. THE TRIP-PER-QUARTER-GUIDELINES PREVIOUSLY LAYD DOWN BY US WHERE ESTIMATED AT A TIME WHEN OUR INVOLVEMENT IN AND KNOWLEDGE OF THE AUSTRALIAN MARKET WERE MORE SPECULATORY THAN REAL.

THEREFORE WE HOPE YOU WILL BE SUPPORTIVE OF THE FOLLOWING SUGGESTED ACTIVITIES: (A) ALLOW SCHMITZ TO MAKE SINGLE TRIP TO AUSTRALIA AND NEW ZEALAND NOW, INSTEAD OF JULY, TO INITIATE TOUR DEVELOPMENT NEGOTIATIONS, PUBLIC RELATIONS, AND LITERATURE DISTRIBUTION ACTIVITIES. (B) ALLOW ONE OR MORE ADDITIONAL TRIPS THIS FISCAL YEAR BY SCHMITZ OR OTHER STAFF MEMBER. THE NUMBER AND TIMING OF THESE TRIPS WILL BE DECIDED AFTER REVIEW-ING YOUR ANSWER TO THIS CABLE AND AFTER HOLDING ANY FURTHER DISCUSSIONS NECESSARY. THE PURPOSE OF THE TRIPS WOULD BE TO FINALIZE THE ABOVE-MENTIONED ACTIVITIES AND TO MAINTAIN THE VISIT USA MOMENTUM BUILT UP BY RECENT EVENTS.

YOUR IMMEDIATE CONSIDERATION OF THE ABOVE THOUGHTS WOULD BE HIGH APPRECIATED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Handling Restrictions: n/a
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Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e1623096-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 MELBOURNE 1001, 77 TOKYO 6390
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 17-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2556678
Secure: OPEN
Status: NATIVE
Subject: SPECIAL MARKET AUSTRALIA
TAGS: ETRD, OTRA, AS, US, (SCHMITZ, FRITZ)
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/e1623096-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009